	EC'd Yes	Rep Order#
		6809912
		Ver# 1
		Mod# 0
•		Status Confirmed
Showing Bu	Last I	Traffic Order# 100308
Showing Buylines: All Lines	Received: (ŤĢ.
8)4/13/2012 11:	Printed: 0
	40 AM	04/16/2012 2:49 PM

Station K Advertiser Product	SNV-TV LAS VI ().NRSC NRSC 2012	KSNV-TV LAS VEGAS, NV. r ().NRSC NRSC 2012	Agency () S 3299 K S WASHIN	TREET GTON,	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	- CS	Rep Firm Sales Office (Salesperson () PHILADELPHIA) AMY MCCREARY	HIA EARY
Estimate# Buyer Phone# Fax#	JESSICA MURRAY	(URRAY	Agency C/P1/P2/E Flight Dates Hiatus Weeks	10/17/2	10/17/2012 - 10/23/2012	2	Salesperson Phone# Salesperson FAX#	hone# AX#	215-568-6540 215-568-1845	540 845
CONTRACT COMMENT	COMMEN	Γ								
LT Ln	Day	Time Program		Len	Rate	Dates	Spots/Week	斯 O D O D	Total Spots	Total Cost
H	W-F Buyl			:30	\$700.00	 10/17 - 10/19	ω 	1	ω ; !	\$2,100.00
2	M-TU Buyl	U 6A-7A Buyline Comment: NEWS		:30	\$700.00	10/22-10/23	N	Н	N	\$1,400.00
ω	M-TÜ Buyl	U 7A-9A Buyline Comment: TODAY		:30	\$900.00	10/22-10/23	z‡s	<u>1-1</u>	4	\$3,600.00
12	W-F 7	7A-9A ine Comment: TODAY		:30	\$900.00	10/17-10/19	on .	н	φ	\$5,400.00
ហ	W-F Buyl	9A-10A Buyline Comment: TODAY		:30	\$425.00	10/17-10/19	ω	ь	ω	\$1,275.00
Ø	M-TU Buyl	U 9A-10A Buyline Comment: TODAY		:30	\$425.00	10/22-10/23	N	F,	×	\$850.00
7	M-TU Buyl	U 10A-11A Buyline Comment: TODAY		:30	\$325.00	10/22-10/23	N	⊣	2	\$650.00
œ	W-F Buyl	10A-11A Buyline Comment: TODAY		: 30	\$325.00	10/17-10/19	ω	낟	ω	\$975.00
vo	W-F Buyl	11A-12P Buyline Comment: RR		:30	\$325.00	10/17-10/19	ማ	Н	Ō	\$1,950.00
10	M-II	11A-12P		:30	\$325.00	10/22-10/23	.4	jus	44	\$1,300.00

Buyline Comment: RR

1 of 6

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21	20	}⊷à V O	18	17	16	15	14	13	12	11	1	LT Ln	Buyer Phone#	Station K Advertiser Product	Rep Order# EC'd Yes
W-F Buylin	W-F Buylin	M-TU 4 Buyline	M-TU Buylin	W~F Buylin	W-F Buylir	M-TU Buylir	M-TU Buylir	W-F 1 Buyline	W-F 1 Buyline	M-TU Buylir		Day	JESSICA MURRAY	KSNV-TV LAS VEGAS, NV. r ().NRSC NRSC 2012	6809912
430P-5P Buyline Comment: 1	4P-430P Buyline Comment: l	P-430P Comment:	U 3P-4P Buyline Comment: !	3P-4P Buyline Comment: 1	2p-3p Buyline Comment:	U 2P-3P Buyline Comment:	U 1230P-1P Buyline Comment: <i>i</i>	.230P-1P Comment:	.2P-1230P Comment:	U 12P-1230P Buyline Comment:	! ! ! !	Time I	RRAY	VEGAS, NV. C	Ver# 1
NEWS	NEWS	NEWS	ТІНА	РНТГ	DRS	DRS	AGENDA	AGENDA	NEWS	NEWS		Program			Mod # 0
													74 H1:	A. A.g	Status Confirmed
													Flight Dates Hiatus Weeks	Agency (3299 K WASH	firmed
:30	:30	:30	:30	:30	:30 .	:30	:30	:30	:30	:30	!	Len) STRATE (STREET MNGTON,	Traffic C
\$700.00	\$700.00	\$700.00	\$450.00	\$450.00	\$325.00	\$325.00	\$325.00	\$325.00	\$425.00	\$425.00	 	Rate	10/17/2012 - 10/23/2012	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Traffic Order# 100308
10/17-10/19	10/17-10/19	10/22-10/23	10/22-10/23	10/17-10/19	10/17-10/19	10/22-10/23	10/22-10/23	10/17-10/19	10/17-10/19	10/22-10/23		Dates	2	CS	308 Prin Last Reccived: 04/ Showing Buylines: All Lines
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w	ω	N	4	Ø	ω	М	10	ω	ω	N	! ! !	Total Spots	215-568-6540 215-568-1845) PHILADELPHIA) AMY MCCREARY	2:49 PM
\$2,100.00	\$2,100.00	\$1,400.00	\$1,800.00	\$2,700.00	\$975.00	\$650.00	\$650.00	\$975.00	\$1,275.00	\$850.00	1	Total Cost	5540 [845	PHIA REARY	
												Daypart			2 of 6

32 W-F 1135P- 1235A Buyline Comment: TON SHOW	31 M-TU 1135P- 1235A Buyline Comment: TON SHOW	30 M-TU 11P-1135P Buyline Comment: NEWS	29 W-F 11P-1135P Buyline Comment: NEWS	28 W-F 730P-8P Buyline Comment: WHEEL	27 M-IU 730P-8P Buyline Comment: WHEEL	26 M-TU 7P-730P Buyline Comment: JEP	25 W-F 7P-730P Buyline Comment: JEP	. 24 W-F 5P-630P Buyline Comment: NEWS	23 M-TU 5P-630P Buyline Comment: NEWS	22 M-TU 430P-5P Buyline Comment: NEWS	LT Ln Day Time Program	Estimate# Buyer JESSICA MURRAY Phone# For#	Station KSNV-TV LAS VEGAS, NV. Advertiser ().NRSC Product NRSC 2012	Rep Order# 6809912 Ver# 1 Mod# 0 Sta EC'd Yes
										!		Agency C/r 1/r 2/E Flight Dates Hiatus Weeks	Agency (3299 WAS	Status Confirmed
:30	:30	: 30	:30	:30	:30	:30	: : 3 : 0	:30	:30	: 30	Len) STRAT K STREET HINGTON	Traffic
\$450.00	\$450.00	\$1,100.00	\$1,100.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,100.00	\$1,100.00	\$700.00	Rate	10/17/2012 - 10/23/2012	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Traffic Order# 100308 Sho
10/17-10/19	10/22-10/23	10/22-10/23	10/17-10/19	10/17-10/19	10/22-10/23	10/22-10/23	10/17-10/19	10/17-10/19	10/22-10/23	10/22-10/23	Dates	[2	/CS	Prir Last Received: 04/ Showing Buylines: All Lines
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\$1,350.00	\$900.00	\$2,200.00	\$3,300.00	\$3,600.00	\$2,400.00	\$2,400.00	\$3,600.00	\$3,300.00	\$2,200.00	\$1,400.00	Total Cost	-6540 -1845	LPHIA CREARY	
								·			Daypart			3 of 6

43 SA 1130P-1A Buyline Comment: SNL	42 SA 11P-1135P Buyline Comment: NEWS	41 SA 10P-11P Buyline Comment: SVU	40 SA 7P-8P Buyline Comment: WH/JEP	39 W-F 430A-459A Buyline Comment: EARLY	38 W-F 630P-7P Buyline Comment: FACE	37 SA 9A-930A Buyline Comment: NEWS	36 SA 7A-9A Buyline Comment: SAT TODAY	35 SA 6A-7A Buyline Comment: NEWS	34 W 10P-11P Buyline Comment: SVU	33 TU 8P-10P Buyline Comment: LOSER	LT Ln Day Time Program	Esumate# Buyer JESSICA MURRAY Phone# Fax#	Station KSNV-TV LAS VEGAS, NV. Advertiser ().NRSC Product NRSC 2012	Rep Order# 6809912 Ver# 1 Mod# 0 Statu EC'd Yes
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\$1,400.00	\$1,000.00	\$1,000.00	\$325.00	\$200.00	\$900.00	\$500.00	\$600.00	\$350.00	\$3,200.00	\$3,600.00	Rate	10/17/2012 - 10/23/2012	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Traffic Order# 100308 Sho
10/20-10/20	. 10/20-10/20	10/20-10/20	10/20-10/20	10/17-10/19	10/17-10/19	10/20-10/20	10/20-10/20	10/20-10/20	10/17-10/17	10/23-10/23	Dates	[2	/CS	908 Prin Last Received: 04/ Showing Buylines: All Lines
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₽	H	H	.	Н	2	Ь	ы	Н	L	₽	Total Spots	215-568-6540 215-568-1845) PHILADELPHIA) AMY MCCREARY	2:49 PM
\$1,400.00	\$1,000.00	\$1,000.00	\$325.00	\$200.00	\$1,800.00	\$500.00	\$600.00	\$350.00	\$3,200.00	\$3,600.00	Total Cost	5540 845	PHIA REARY	
											Daypart 			4 of 6

di O		45				LT Ln	Estimate# Buyer] Phone# Fax#	Station KS Advertiser (Product	Rep Order# EC'd Yes
su Buyli		SU	Buyli	SG	!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!	Day	JESSICA MURRAY	SNV-TV LAS V ().NRSC NRSC 2012	6809912
oa-3a Buyline Comment: MTP	ne Comment	7A-8A	Buyline Comment: NEWS	6A-7A	 	Time	JRRAY	KSNV-TV LAS VEGAS, NV. r ().NRSC NRSC 2012	Ver# 1
: MTP	Buyline Comment: SUN TODAY		: NEWS		1	Program		7.	Mod# 0
							Agency OF 1172/E Flight Dates Hiatus Weeks	Agency (32: W.	Status Confirmed
C	, , ,	:30		:30	1	Len		() STRATEGIC MEDI 3299 K STREET NW SUITE WASHINGTON, DC 20007	Traffie (
41,000,00	2	\$500.00		\$350.00		Rate	10/17/2012 - 10/23/2012	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Traffic Order# 100308 Sho
10/21-10/21	10/04	10/21-10/21		10/21-10/21		Dates	12	VCS)0	Print Last Received: 04/i Showing Buylines: All Lines
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ŀ		ь .		⊭		Total Spots	215-568-6540 215-568-1845	PHILADELPHIA AMY MCCREARY	2:49 PM
7. F	87 300 00	\$500.00		\$350.00	1	Total Cost	5540 845	PHIA \EARY	

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-REPORT TOTALS-

50

US

Buyline Comment: NEWS

11P-1135P

:30

\$1,000.00

10/21-10/21

1-1

\$1,000.00

49

SU

530P-830P

Buyline Comment: SNF

48

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Buyline Comment: CM

930A-10A

47

US

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\$500.00

10/21-10/21

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\$500.00

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\$6,500.00

10/21-10/21

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\$6,500.00

Buyline Comment: NEWS

Report Totals: 114 / \$86,250.00

-SALES MONTHLY TOTALS-

Oct 12: 114 / \$86,250.00

Sales Totals: 114 / \$86,250.00

Station Totals: 114 / \$86,250.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals

\$278,226

CATV 0%

KBLR 0%

KINC

%

KLAS

X5

ω L‰

KSNV 31%

Fax#	Phone#	Buyer JESSICA MURRAY	#:	Product NRSC 2012	Advertiser ().NRSC	Station KSNV-TV LAS VEGAS, NV.			Ren Order# 6809912 Ver# 1
									Mod# 0
	Hiatus Weeks	Flight Dates	Agency C/P1/P2/E			Agency (Mod# 0 Status Confirmed
	eks	es 10/17/2012 - 10/23/2012	P1/P2/E	WASHINGTON, DC 20007	3299 K STREET NW SUITE #200	() STRATEGIC MEDIA SVCS	Showing Buylines: All Lines	Last Received:	Traffic Order# 100308
	Salesperson FAX#	Salesperson Phone#		Salesperson (Sales Office (Rep Firm	Lines	012 1	Printed: 04/16/2012 2:49 PM
	215-568-1845) AMY MCCREARY) PHILADELPHIA				2 2:49 PM

---COMPETITIVE COMMENTS--NEW ORDER
EST SHARES

XXXX

17%

KTUD 1%

KVCW 18

KVMY 2%

KVVU 17%

Books Demos NOV12 RA35+

- CREDIT RISK -- CASH IN ADVANCE